



**City Council Strategic Planning Retreat
City Multimodal Center
February 2 & 3**

Friday Agenda

- 08:00 AM Breakfast
- 08:30 Welcome & Introductory Activities
- City Manager Doug Hewett
 - Marcia Shepherd Johnson, Facilitator
 - Timeline of Fayetteville
- 09:00 Laying the Foundation for Effective Strategic Planning
Discussion of Key Principles:
- City Council Roles & Responsibilities
 - City vs. County Responsibilities
 - City Government Ethics in Strategic Planning
 - City Council Team Rules for Communication
- 09:40 City Council Team Development Exercise
- MBTI Team Dynamics and Decision Making
- 10:50 Review and Discuss Current Strategic Plan Vision, Mission and
Values
- 11:30 Environmental Scan of Fayetteville's Current Reality
A Review of External Trends, Statistics and Stakeholder Feedback
- 12:30 PM Lunch
- 01:00 SWOT Analysis
*A Review of Internal Data and Stakeholder Feedback
(*Including Budget and Financial Forecast)*
- 03:00 City Council GAP Analysis & Goal Prioritization
- 04:30 Summary and Preparation for Day 2



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Saturday Agenda

- 08:00 AM Breakfast
- 08:30 Guest Speaker, Ted Abernathy
- 09:45 City Council Discussion of Targets for Action
- Guidelines for Action Planning: SMART Goals
 - City Manager Recommendations
 - Individual Council Member Recommendations
- 12:00 pm Short Lunch Break
- 12:20 Prioritization of Council Recommendations for Targets for Action
- *Council Members choose their individual Top 3*
 - *Group Selects overall Top 3*
- 01:30 Session Wrap-up & Next Steps

